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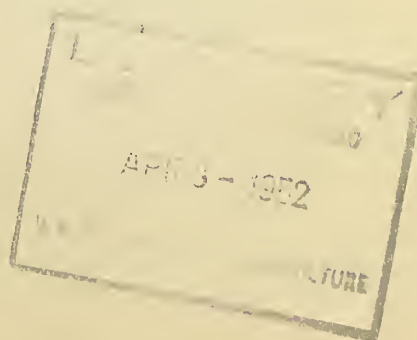
CONSUMER PURCHASES OF SELECTED FRESH FRUITS,  
CANNED AND FROZEN JUICES, AND DRIED FRUITS  
IN

FEBRUARY 1952

United States Department of Agriculture  
Bureau of Agricultural Economics  
and  
Fruit and Vegetable Branch  
Production and Marketing Administration

Washington 25, D. C.  
March 1952

Agriculture--Washington



## FOREWORD

This report presents data on consumer purchases during February 1952 of fresh citrus fruits, canned juices, frozen concentrated juices, ade bases, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc.,  
under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,  
CANNED AND FROZEN JUICES, AND DRIED FRUITS  
FEBRUARY 1952

The data in this report represent purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets. It should be noted also that data on household purchases for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

Household purchases of oranges, canned single strength orange juice, and frozen concentrated orange juice during February 1952 were equivalent to 7,672,000 boxes of fruit, almost one-third more than in February last year and a record high for any month during this or the past 2 seasons. Purchases during the month exceeded those of January 1952, the previous record, by 11 percent. Purchases of oranges, as well as those of canned and frozen orange juice, were above the levels of the previous month or February a year ago.

Purchases of frozen concentrated orange juice by householders totaled a record of 3,358,000 gallons during February, 10 percent more than in January and 28 percent more than in December. The average price paid by household consumers--16.7 cents per 6-ounce can--was the lowest yet reported.

Canned single strength orange juice purchases during February amounted to 2,309,000 cases, the largest volume for any month during this or the 2 previous seasons. The average price paid--24.6 cents per 46-ounce can--was the lowest for any month during this period.

Householders bought 3,275,000 boxes of oranges in February, 6 percent more than in the same month last year. Purchases of about 1,700,000 boxes of Florida oranges represented a record for any month since these reports have been published. Prices paid by consumers averaged about 5 cents per dozen less than in February a year ago.

Purchases of grapefruit and frozen concentrated and canned single strength grapefruit juices by householders were equivalent to 3,139,000 boxes of fruit during February. This exceeded the high month of last season by 5 percent and that of the 1949-50 season by almost one-fourth. Increased purchases of fresh grapefruit, which amounted to 2,033,000 boxes, accounted for most of the gain over February a year ago.

Household purchases of canned and frozen lemon juices, lemonade bases, and fresh lemons in February were equal to 270,000 boxes of fruit, or 5 percent less than in the preceding month. Purchases and prices paid for fresh lemons were almost unchanged from a year ago. Canned lemon juice purchases were about 7 percent less than in February 1951, while prices paid were almost one-fifth lower. Householders bought 69,000 gallons of frozen lemonade base during the month.

Date purchases by householders totaled 1,872 tons in February, 12 percent more than a year ago, largely as a result of increased purchases of domestic dates. Prices paid for domestic dates averaged lower than in February last year, while those of imported dates were unchanged. Dried prune purchases by householders amounted to 6,292 tons, about the same as in February last year. Prices paid by consumers averaged 25 cents per pound,  $1\frac{1}{2}$  cents less than in the corresponding month of 1951. Prune juice purchases by householders were equal to 415,000 cases, 7 percent more than in February last year; the average price paid was almost unchanged.



## FROZEN JUICES AND ADE BASES

Household purchases of frozen concentrated orange juice during February 1952 increased to 3,358,000 gallons, a new record volume (fig. 4). Purchases were 10 percent larger than in January and 75 percent larger than in February 1951. As a result of the sharp increases during both January and February of this year, purchases during the month were one-fourth larger than the level of December 1951. Prices paid for frozen concentrated orange juice continued to decline and in February averaged 16.7 cents per 6-ounce can, a new record low. During the same month a year ago, prices paid by consumers averaged 21.5 cents per 6-ounce can.

The proportion of families buying frozen concentrated orange juice--24.3 percent--was the highest on record (table 1). Families that made purchases during February averaged about  $6\frac{1}{2}$  cans each, compared with an average of about 6 cans per buying family in December. Therefore, most of the increase of one-fourth in purchases over the December level has been the result of an increased number of families buying the product. The proportion of families buying frozen concentrated orange juice was almost 4 percentage points higher than for any of the canned single strength juices.

Frozen lemonade base purchases by householders totaled 69,000 gallons during February 1952, at an average price of 15.9 cents per 6-ounce can (table 1). At this level, purchases were somewhat less than in previous months, while prices paid averaged about the same.

Purchases of frozen concentrated grape juice by householders amounted to 169,000 gallons in February, an increase of about 8 percent over the quantity bought in January (table 1). The quantity bought by householders was double that bought during February last year. Consumers paid an average of 22.9 cents per 6-ounce can for frozen concentrated grape juice during February, about  $2\frac{1}{2}$  cents less than in the same month a year ago.

## CANNED JUICES

Householders purchased a total of 8,694,000 cases (equivalent No. 2 cans) of canned single strength juice in February 1952. This is the largest volume of canned juices purchased in any month since this series of reports began and exceeds the previous record set in January by 7 percent (table 2). Larger purchases of canned orange juice accounted for most of the increase from January.

Household purchases of canned single strength orange juice amounted to 2,309,000 cases (equivalent No. 2 cans) in February 1952, the largest quantity purchased during any month of this or the 2 preceding seasons. Purchases were 27 percent larger than in January and exceeded those of February a year ago by more than one-half (fig. 5). Consumers paid an average of 24.6 cents per 46-ounce can for orange juice in February, the lowest average for any month in this series. This average price was down 8 percent from that of January and was almost one-fourth below that of February a year ago. Canned orange juice was purchased by 18.5 percent of all

families in February, the largest proportion in any month of this series, except August 1951 when 19 percent of all families made purchases. About 15 percent of the families made purchases in February 1951 (table 2).

For the season to date (October 1951-February 1952), household purchases of canned orange juice exceeded those of the corresponding period last season by about one-fourth. The average price paid for canned orange juice by householders during these months was about one-fifth below the average for October 1950-February 1951.

Householders bought 1,041,000 cases (equivalent No. 2 cans) of canned single strength grapefruit juice in February, slightly less than in the preceding month and 8 percent less than the quantity purchased a year earlier (fig. 5). Consumers paid an average of 23.1 cents per 46-ounce can for grapefruit juice in February, the lowest monthly average since October and about 4 cents below the average paid in February 1951. About 10 percent of all families purchased canned grapefruit juice in February, almost the same proportion as in January, but less than the 12 percent purchasing in February a year ago.

For the season to date, household purchases of canned grapefruit juice were about 6 percent below those of October 1950-February 1951, even though the average price paid declined almost one-fifth.

Household purchases of canned orange-grapefruit blended juice amounted to 557,000 cases in February, slightly more than in the preceding month or February 1951 (fig. 5). Householders paid an average of 24.4 cents per 46-ounce can for orange-grapefruit blended juice in February, about 1 cent less than in January and the lowest monthly average price in this series.

Household purchases of orange-grapefruit blended juice during October 1951-February 1952 were only about 9 percent more than in these months of the preceding season, although the average price paid declined more than one-fifth.

Household purchases of canned single strength lemon juice in February were equivalent to 42,000 cases of No. 2 cans, 8,000 cases less than in the preceding month and 3,000 cases less than a year earlier (table 2). The average price paid was 10.6 cents per 6-ounce can, the highest average since last April but nearly one-fifth below the average of 12.9 cents paid in February 1951.

For the months of October 1951-February 1952, compared with a year earlier, household purchases of canned single strength lemon juice were about 21 percent larger, while the average price paid declined about 15 percent.

Householders bought 1,755,000 cases (equivalent No. 2 cans) of tomato juice in February, 7 percent more than in the preceding month or February 1951. This was the largest volume of tomato juice purchased in any month of this series. Consumers paid an average of 27.8 cents per 46-ounce can,



one-half cent less than in January but practically the same as in February a year ago. Tomato juice was purchased by 20.6 percent of all families in February, the largest proportion purchasing any of the canned single strength juices (table 2).

Household purchases of pineapple juice continued at a high level, amounting to 1,493,000 cases (equivalent No. 2 cans), the largest volume in any month of this series except November 1951. Consumers paid an average of 28.9 cents per 46-ounce can for pineapple juice in February, slightly below the average paid in January but about 8 cents below that of February a year ago. Almost 18 percent of all families made purchases in February (table 2).

Householders bought the equivalent of 415,000 cases of No. 2 cans of prune juice in February, somewhat more than in the preceding month or February 1951 (fig. 9). They paid an average of almost 33 cents per 32-ounce bottle, slightly more than in January or in February a year ago. Almost 7 percent of all families purchased prune juice in February.

#### FRESH CITRUS FRUITS

Householders purchased 3,275,000 boxes of fresh oranges in February 1952. During the past 3 seasons, household purchases of fresh oranges have been larger only in the months of December 1949 and 1950 and in March and April 1951 (fig. 1).

Household purchases of Florida oranges amounted to 1,735,000 boxes, a record high since the collection of these data began and nearly one-third larger than purchases in February 1951 (fig. 6). Purchases in February were 11 percent larger than in January, whereas in the 2 previous years, February purchases were somewhat smaller than January purchases. Florida oranges were purchased by 27 percent of all families in February, a larger proportion than in any month since these reports began, except for December 1949 (table 3). Householders paid an average of 34 cents per dozen for Florida oranges in February, a fraction of a cent less than in the 2 preceding months but about 5 cents less than a year earlier.

Purchases of California-Arizona oranges by households amounted to 956,000 boxes in February, almost the same as in January but 11 percent less than in February a year ago (fig. 6). Householders paid an average of 46.5 cents per dozen for California-Arizona oranges in February, 4 cents less than in the preceding month and February a year ago. Approximately one-fifth of all families purchased California-Arizona oranges in February, about the same proportion as in January but a slightly smaller proportion than in February of the 2 preceding years (table 3).

Household purchases of fresh grapefruit in February set a near record for this series--2,033,000 boxes--12 percent more than the high month of last season (fig. 7). Grapefruit was purchased by 34 percent of all families in February--also a near record for any month of this series (table 3). Consumers



paid an average of 84 cents per dozen for grapefruit in February, 7 cents less than in January and 3 cents less than in February a year ago.

Householders purchased 202,000 boxes of lemons in February, 4,000 boxes less than in January (fig. 8). Purchases of fresh lemons and canned lemon juice were approximately the same as in February a year ago and February 1950, even though consumers purchased a considerable amount of frozen lemonade base during February of this year (fig. 3). Householders paid an average of almost 48 cents per dozen for lemons in February, about the same as in January and the highest average price for any month since last February. About one-fifth of all families purchased fresh lemons, a little larger proportion than in other recent months but a slightly smaller proportion than in February of the 2 preceding years.

Consumers bought 479,000 boxes of tangerines in February, slightly less than in February a year ago (table 3).

#### DRIED FRUIT

Household purchases of dates declined only slightly during February, compared to the previous month, totaling 1,872 tons (fig. 10). Purchases exceeded those of February 1951 by 12 percent. Larger purchases of dates which were identified as domestic primarily accounted for this increase. During February 1952, householders bought 1,086 tons of domestic dates, an increase over the preceding month as well as over the same month last year. Purchases of imported dates, on the other hand, were relatively unchanged from January or from February a year ago. Prices paid for domestic dates averaged 28.9 cents per pound, or about 4 cents less than a year ago, while the average paid for imported dates, which was about 3 cents less than in January, was almost unchanged from the same month last year. February marked the first time in this series of data that the same proportion of families bought domestic dates as purchased imported dates--3.2 percent (table 4). This represented no change from a year ago in the proportion that bought imported dates but an increase of about one-fourth in the number of families buying domestic dates.

For the period October 1951-February 1952, household purchases of dates exceeded those of the corresponding period a year ago by about 10 percent. Larger purchases of domestic dates accounted for most of the increase.

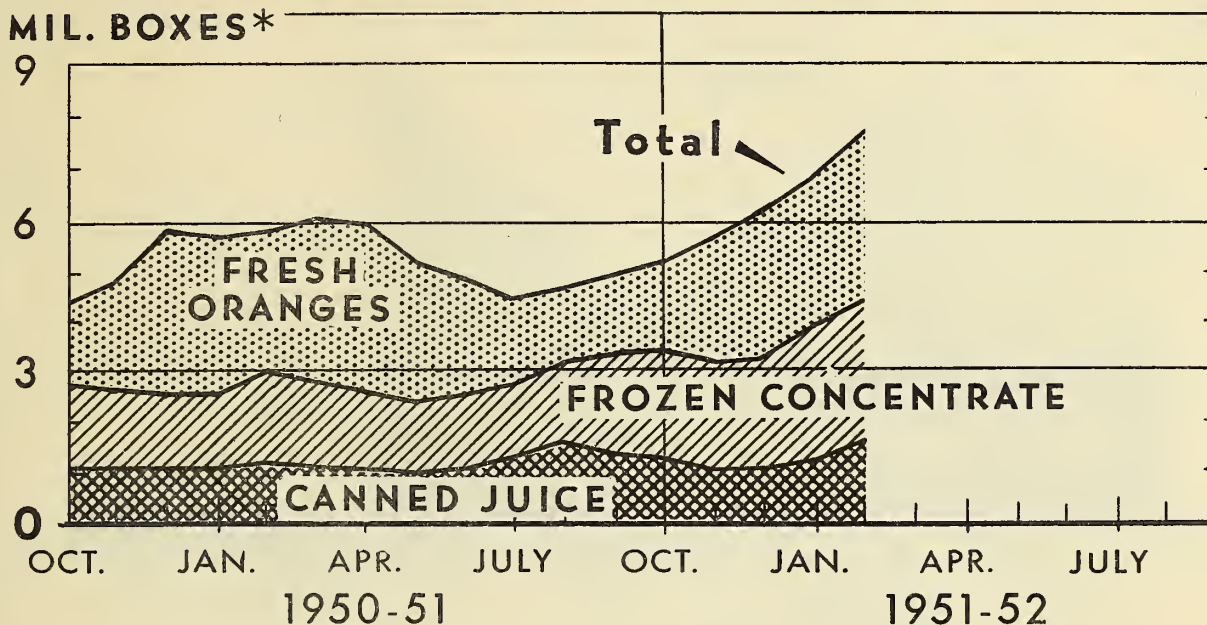
Householders bought 6,292 tons of dried prunes during February 1952, 7 percent more than in the previous month but about the same as in February of last year (fig. 9). Price paid for dried prunes by consumers averaged 25 cents per pound, unchanged from the average in January but about  $1\frac{1}{2}$  cents per pound less than in February a year ago. Sixteen percent of the families bought dried prunes during the month, up

slightly from January but practically unchanged from the proportion that reported buying during this month of 1951. Families that bought dried prunes made an average of  $1\frac{1}{3}$  purchases each during the month and purchased a total of about 1.8 pounds per family (table 8).

From October 1951 through February 1952, dried prune purchases by householders were slightly larger than in the same period a year earlier, while prices paid by consumers averaged a little lower.

Purchases of dried apricots by householders amounted to 600 tons during February, practically the same as in January but 12 percent less than in February a year ago (table 4). Although prices paid for dried apricots were up only slightly from January, the average of 62 cents per pound was 5 cents higher than a year ago. Dried peach purchases during the month totaled 445 tons, one-eighth more than in January but one-eighth less than in the same month last year. The average of 43 cents per pound paid by householders was nearly 4 cents higher than in February of last year. A total of 224 tons of mixed dried fruits was purchased at an average price of 40 cents per pound (table 8).

# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



\*FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48351-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 1.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1950 to date

Period	Fresh oranges		Frozen concentrated orange juice <sup>1/</sup>		Canned single- strength orange juice <sup>2/</sup>		Total	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
November	1,824	1,686	2,043	1,605	1,312	1,068	5,179	4,359
December	2,693	2,266	2,036	1,508	1,008	1,061	5,737	4,835
October-December <sup>3/</sup>	3,127	3,415	2,051	1,412	1,033	1,056	6,211	5,883
January	8,202	7,985	6,676	4,938	3,649	3,464	18,527	16,387
February	3,101	3,216	2,551	1,463	1,289	1,050	6,941	5,729
March	3,275	3,083	2,790	1,619	1,607	1,141	7,672	5,843
October-March <sup>3/</sup>	3,375	3,375	1,600	1,600	1,119	1,119	6,094	5,883
April	18,498	18,498	10,044	10,044	7,058	7,058	35,600	35,600
May	3,401	3,401	1,546	1,546	1,043	1,043	5,990	5,990
June	2,796	2,796	1,440	1,440	944	944	5,180	5,180
October-June <sup>3/</sup>	2,296	2,296	1,444	1,444	1,013	1,013	4,753	4,753
July	27,632	27,632	14,841	14,841	10,284	10,284	52,757	52,757
August	1,749	1,749	1,383	1,383	1,306	1,306	4,438	4,438
September	1,478	1,478	1,573	1,573	1,570	1,570	4,621	4,621
Season <sup>3/</sup>	1,656	1,656	1,929	1,929	1,361	1,361	4,946	4,946
Season <sup>3/</sup>	32,955	32,955	20,142	20,142	14,892	14,892	67,989	67,989

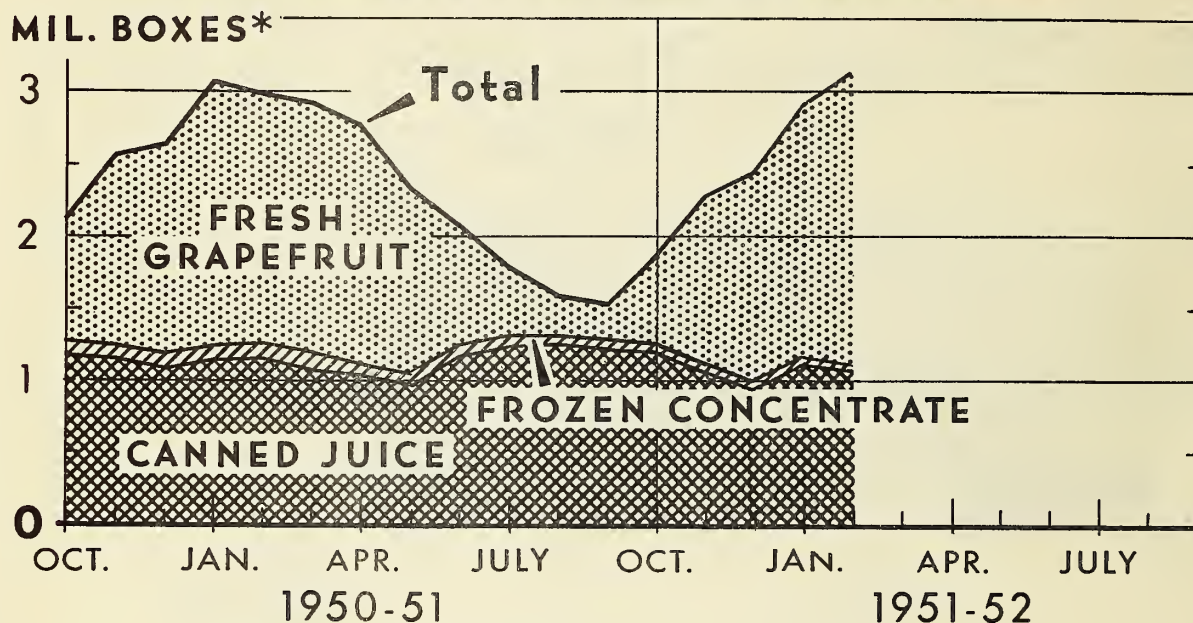
<sup>1/</sup> These figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh oranges.

<sup>2/</sup> These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

<sup>3/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



\*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48350-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 2.-- Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1950 to date

Period	Fresh grapefruit		Frozen concentrated grapefruit juice 1/		Canned single-strength grapefruit juice 2/		Total	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	606	830	66	105	1,201	1,181	1,873	2,116
November	1,182	1,319	57	98	1,055	1,151	2,294	2,568
December	1,453	1,425	57	102	934	1,096	2,444	2,623
October-December 3/	3,638	3,925	200	335	3,478	3,756	7,316	8,016
January	1,732	1,810	58	101	1,110	1,139	2,900	3,050
February	2,033	1,709	57	107	1,099	1,152	3,189	2,968
March		1,713		125		1,081		2,919
October-March 3/		9,687		698		7,431		17,816
April		1,660		87		1,017		2,764
May		1,263		82		969		2,314
June		804		94		1,155		2,053
October-June 3/		13,687		989		10,847		25,523
July		455		84		1,232		1,771
August		267		70		1,247		1,584
September		246		73		1,217		1,536
Season 3/		14,745		1,236		14,873		30,854

1/ These figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

## MIL. BOXES



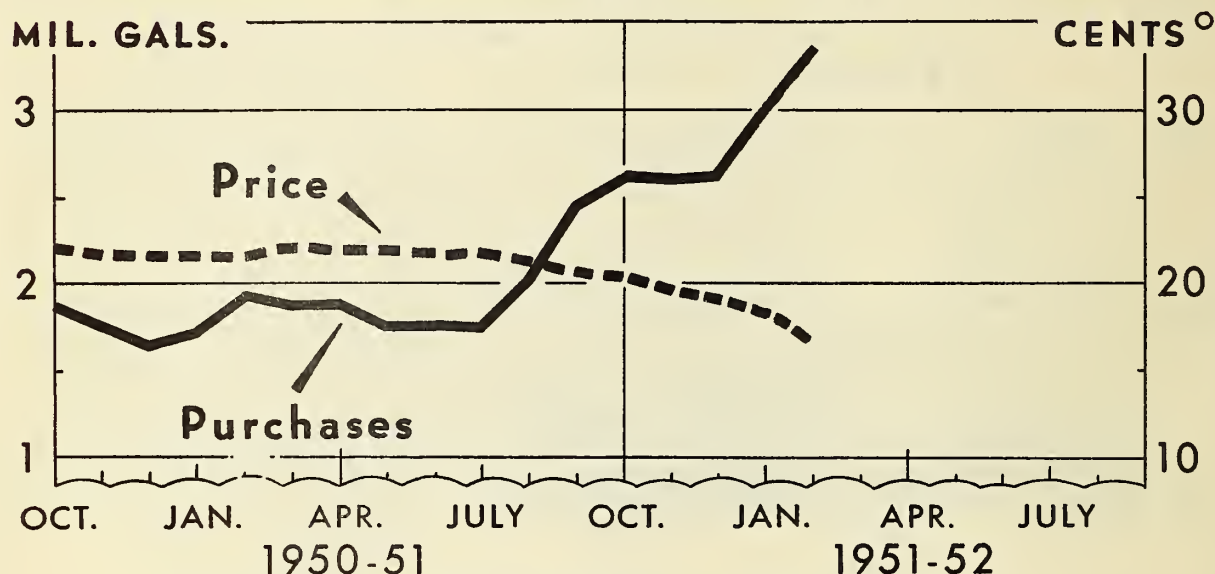
NEG. 48349-XX BUREAU OF AGRICULTURAL ECONOMICS

Period	Lemon juice	Lemonade bases			Fresh lemons	Total
	<u>1/</u>	Frozen	Shelf pack	Total		
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>
1951						
June	90	75	16	91	466	647
July	108	129	27	156	584	848
August	85	148	23	171	497	753
September	47	55	11	66	300	443
October	47	40	5	45	236	328
November	47	27	4	31	192	270
December	48	19	3	22	209	279
October-December 2/	160	92	14	106	683	949
1952						
January	53	22	2	24	206	283
February	45	18	5	23	202	270
March						
October-March 2/						
April						
May						
June						
October-June 2/						

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



\*PRICES PAID BY HOUSEHOLD CONSUMERS      °PER CAN OF 6 OUNCES  
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG.48342-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 4.--Frozen concentrated orange juice: Consumer purchases and average prices paid, October 1950 to date

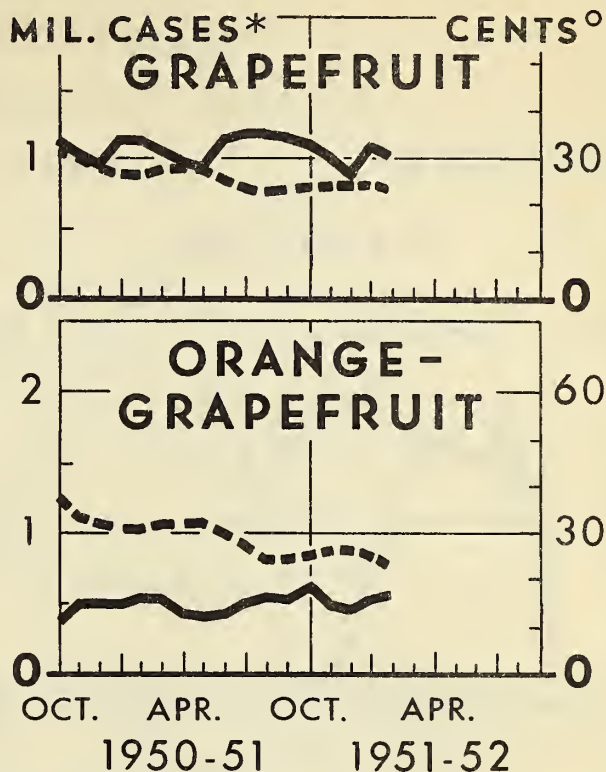
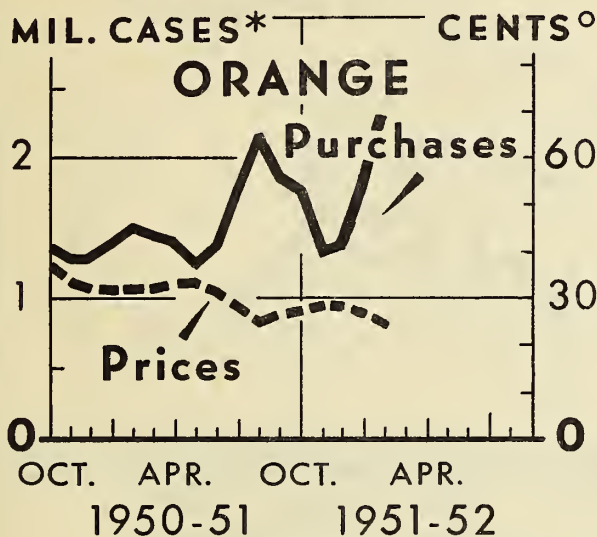
Period	Purchases		Average prices per 6 oz. can	
	1951-52	1950-51	1951-52	1950-51
	1,000 gallons	1,000 gallons	Cents	Cents
October	2,608	1,865	20.4	22.1
November	2,600	1,762	19.7	21.7
December	2,619	1,638	19.1	21.6
October-December 1/	8,528	5,747		
January	3,060	1,716	18.2	21.6
February	3,358	1,917	16.7	21.5
March		1,872		22.1
October-March 1/		11,752		
April		1,892		21.9
May		1,768		21.9
June		1,775		21.6
October-June 1/		17,635		
July		1,756		21.8
August		2,022		21.3
September		2,470		20.7
Season 1/		24,414		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# CANNED CITRUS JUICES

Consumer Purchases  
and Prices Paid



\*EQUIVALENT CASES OF 24 #2's

°CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48343-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 5.--Canned citrus juices: Consumer purchases and average prices paid, October 1950 to date

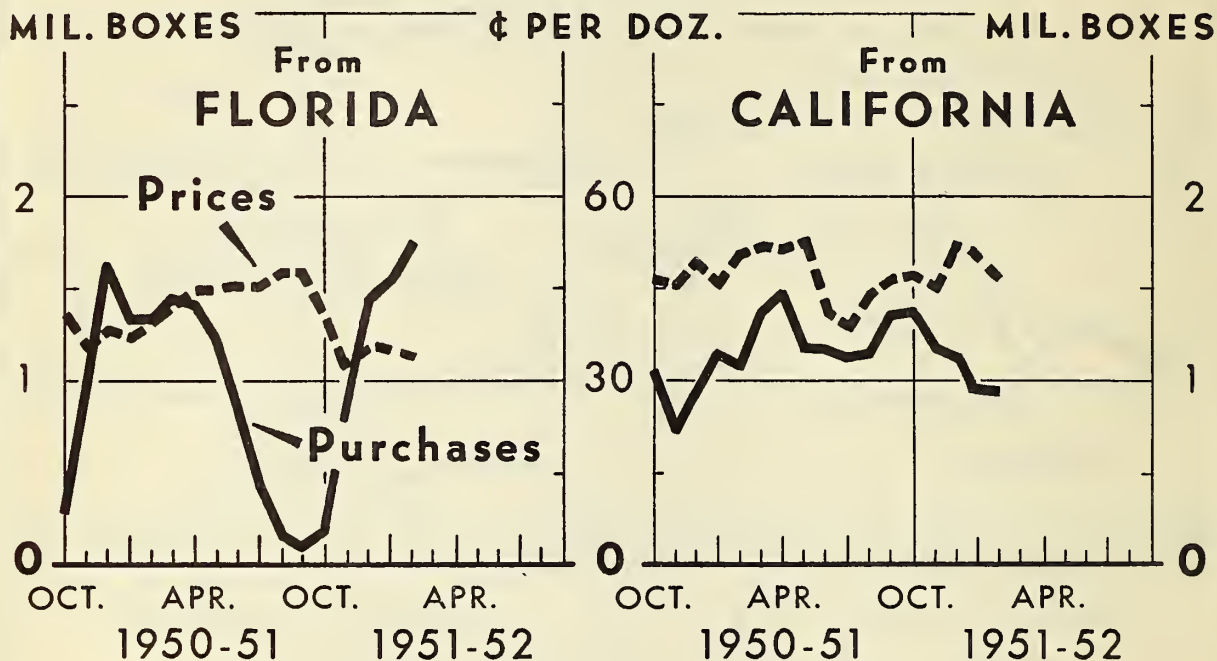
Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	per 46 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can	
	1951-52 <sup>1</sup>	1950-51 <sup>1</sup>	1951-52 <sup>1</sup>	1950-51 <sup>1</sup>	1951-52 <sup>1</sup>	1950-51 <sup>1</sup>	1951-52 <sup>1</sup>	1950-51 <sup>1</sup>	1951-52 <sup>1</sup>	1950-51 <sup>1</sup>	1951-52 <sup>1</sup>	1950-51 <sup>1</sup>
	1,000 cases	1,000 cases	Cents	Cents	1,000 cases	1,000 cases	Cents	Cents	1,000 cases	1,000 cases	Cents	Cents
October	1,728	1,357	26.7	37.3	1,099	1,117	23.1	31.6	611	364	25.0	38.0
November	1,325	1,284	28.3	33.7	996	1,022	23.7	30.3	477	489	26.2	33.7
December	1,377	1,272	28.2	32.1	868	956	23.8	28.5	448	499	25.8	31.6
October-December 2/ <sup>2</sup>	4,830	4,248			3,240	3,390			1,656	1,485		
January	1,812	1,368	26.6	31.5	1,068	1,138	24.0	27.3	528	499	25.3	31.1
February	2,309	1,690	24.6	32.0	1,041	1,135	23.1	27.0	557	536	24.4	30.7
March		1,456		32.3		1,049		27.8		537		31.8
October-March 2/ <sup>2</sup>		8,931				7,012				3,193		
April		1,403		32.2		975		28.4		429		32.0
May		1,261		3		931		28.0		405		32.3
June		1,358		31.0		1,138		25.6		426		30.1
October-June 2/ <sup>2</sup>		13,251				10,325				4,557		
July		1,775		28.1		1,192		23.8		499		27.7
August		2,166		25.1		1,190		22.6		537		24.5
September		1,850		25.9		1,163		22.8		521		24.7
Season 2/ <sup>2</sup>		19,540				14,179				6,267		

<sup>1/</sup> Equivalent cases of 24 No. 2 cans - 432 ounces per case.

<sup>2/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FRESH ORANGES

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48344-XX BUREAU OF AGRICULTURAL ECONOMICS

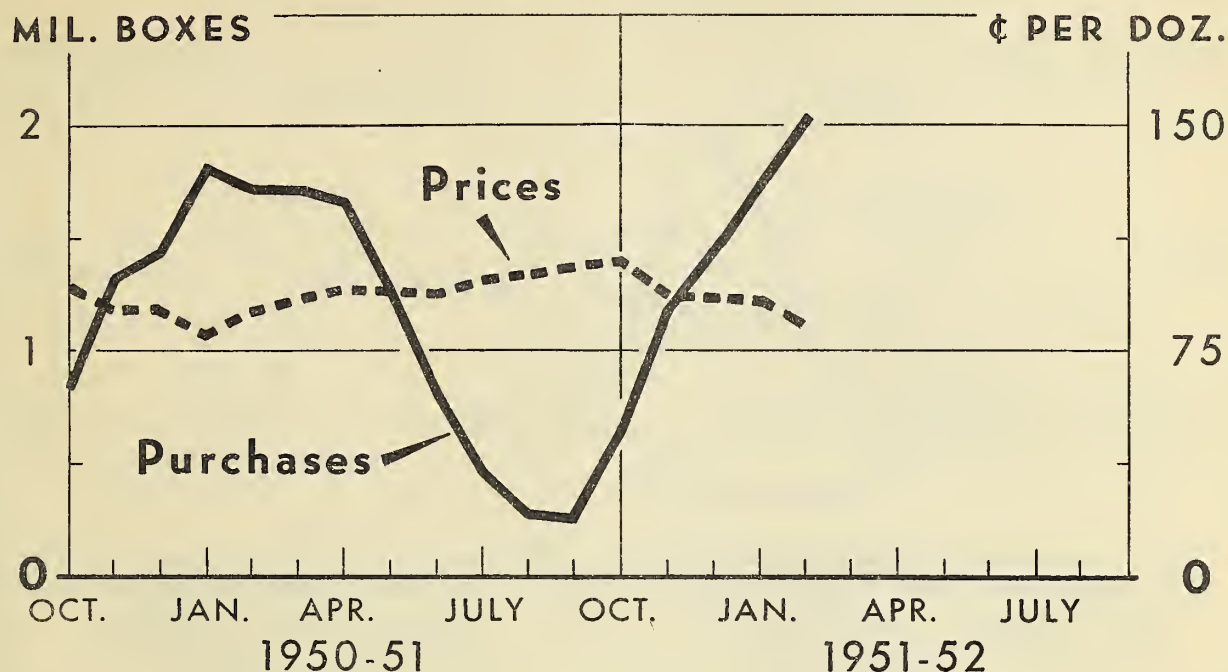
Fig. 6.--Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1950 to date

Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	1,000	1,000			1,000	1,000		
November	981	999	32.8	35.6	1,186	738	45.2	45.4
December	1,468	1,640	34.8	38.3	1,116	938	50.8	49.4
October-December 1/	2,921	3,247			3,874	2,865		
January	1,565	1,333	34.6	36.8	974	1,152	50.5	45.9
February	1,735	1,327	34.0	39.4	956	1,074	46.5	50.7
March		1,451		42.1		1,370		52.1
October-March 1/		7,713				6,797		
April		1,412		44.6		1,472		51.8
May		1,243		45.1		1,171		52.3
June		830		45.7		1,160		41.0
October-June 1/		11,458				10,859		
July		408		44.8		1,123		38.6
August		149		48.3		1,143		44.2
September		83		47.9		1,362		46.6
Season 1/		12,134				14,818		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FRESH GRAPEFRUIT

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

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Fig. 7.—Fresh grapefruit: Consumer purchases and average prices paid, October 1950 to date

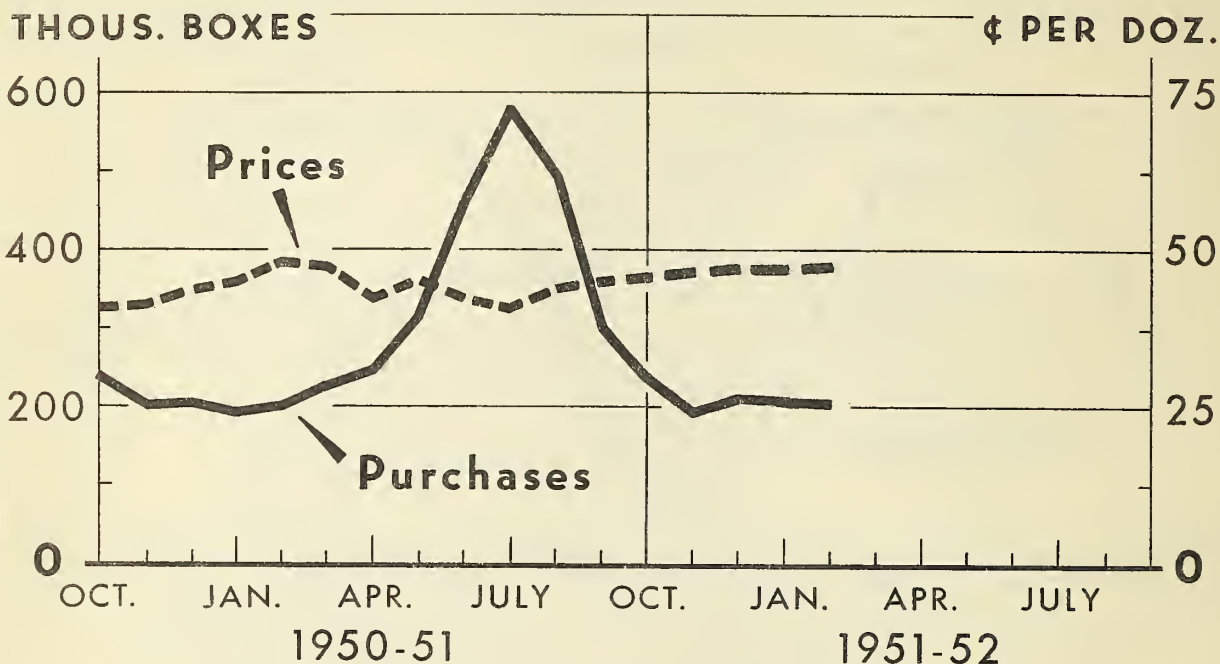
Period	Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	606	830	106.0	96.9
November	1,182	1,319	93.5	88.5
December	1,453	1,425	92.4	88.5
October-December 1/	3,638	3,925		
January	1,732	1,810	90.7	80.6
February	2,033	1,709	84.1	87.3
March		1,713		91.8
October-March 1/		9,687		
April		1,660		94.0
May		1,263		94.3
June		804		93.7
October-June 1/		13,687		
July		455		97.8
August		267		100.1
September		246		103.0
Season 1/		14,745		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# FRESH LEMONS

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48364-XX BUREAU OF AGRICULTURAL ECONOMICS

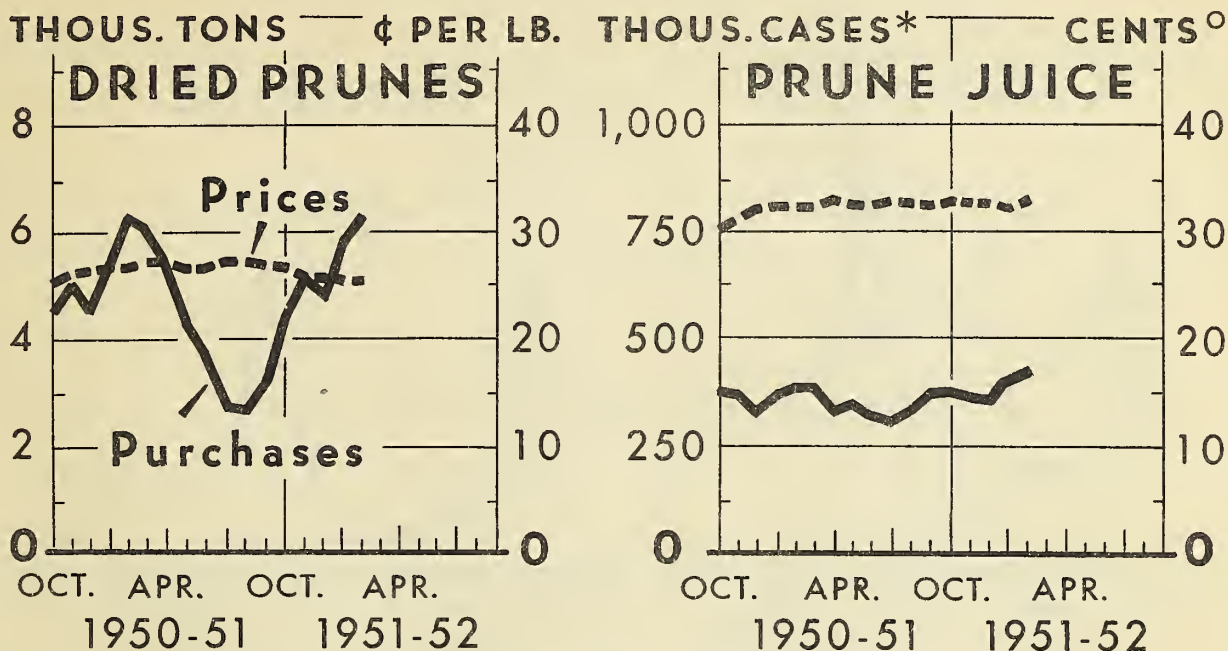
Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	16	236	45.2	40.5
November	192	201	46.7	40.8
December	209	204	46.8	42.8
October -December 1/	683	691		
January	206	193	47.4	44.8
February	202	200	47.8	48.1
March		224		46.9
October-March 1/		1,365		
April		246		42.3
May		314		44.5
June		466		41.8
October-June 1/		2,508		
July		584		40.4
August		497		43.5
September		300		45.0
Season 1/		4,014		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# DRIED PRUNES & PRUNE JUICE

## Consumer Purchases and Prices Paid



\* EQUIVALENT CASES OF 24 #2's    <sup>o</sup> CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48348-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 9.--Dried prunes and prune juice: Consumer purchases and average prices paid, October 1950 to date

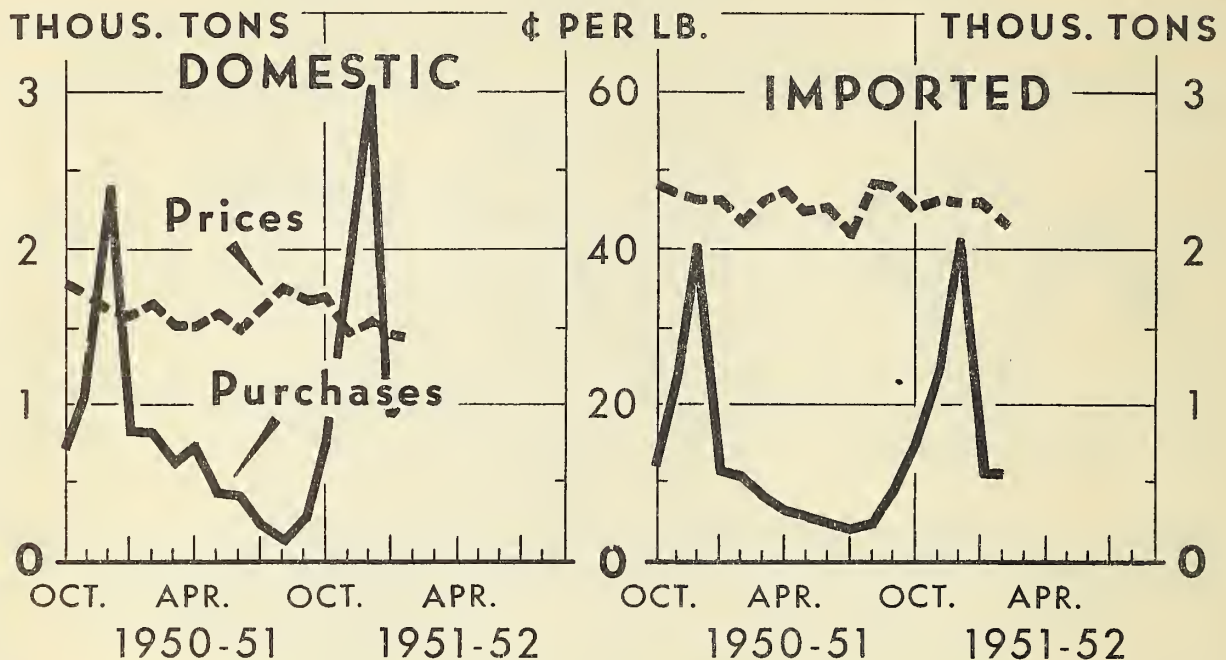
Period	Dried prunes				Prune juice			
	Purchases		Average prices per pound		Purchases		Average prices per 32 oz. bottle	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,391	4,485	26.5	25.0	373	381	32.6	30.1
November	5,184	4,996	25.8	26.0	362	373	32.5	30.9
December	4,793	4,541	25.4	26.4	357	328	32.5	32.0
October-December 2/	15,871	15,625			1,220	1,189		
January	5,884	5,364	25.0	26.6	396	368	32.3	32.2
February	6,292	6,318	25.1	26.7	415	387	32.9	32.3
March		6,075		27.1		386		32.4
October-March 2/		35,037				2,439		
April		5,405		27.1		334		32.9
May		4,304		26.7		354		32.6
June		3,667		26.8		324		32.4
October-June 2/		49,393				3,528		
July		2,686		27.2		307		32.7
August		2,639		27.3		328		32.6
September		3,154		27.1		371		32.3
Season 2/		58,526				4,602		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# DATES

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48345-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 10.--Dates: Consumer purchases and average prices paid, October 1950 to date

Period	Domestic				Imported			
	Purchases		Average prices per pound		Purchases		Average prices per pound	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	Tons	Tons	Cents	Cents	Tons	Tons	Cents	Cents
October	768	729	33.7	35.0	761	596	45.2	48.2
November	1,906	1,073	29.6	34.0	1,254	1,178	46.2	47.0
December	3,041	2,371	30.6	32.0	2,069	2,029	45.7	46.6
October-December <sup>1/</sup>	6,251	4,643			4,456	4,153		
January	939	815	29.3	31.7	559	562	46.0	46.6
February	1,086	824	28.9	32.8	555	537	43.3	43.6
March		625		30.3		410		46.4
October-March <sup>1/</sup>		7,077				5,805		
April		725		30.0		315		47.7
May		428		31.7		284		45.0
June		413		29.7		240		45.5
October-June <sup>1/</sup>		8,714				6,695		
July		226		32.7		209		41.9
August		133		35.2		237		48.7
September		263		33.6		441		48.2
Season <sup>1/</sup>		9,408				7,686		

<sup>1/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



Table 1.--Frozen concentrated juices and ade bases: U. S. total consumer purchases, percentage of families buying, and average prices, February 1952, January 1952, and February 1951 <sup>1/</sup>

Commodity	Consumer purchases 1,000 gallons	Percentage of families buying Percent	Average price per 6-oz. can Cents
<u>Frozen concentrated juices:</u>			
Orange juice			
February 1952	3,358	24.3	16.7
January 1952	3,060	22.5	18.2
February 1951	1,917	18.1	21.5
Grape juice			
February 1952	169	3.0	22.9
January 1952	156	3.2	22.7
February 1951	84	2.2	25.4
Total <sup>2/</sup>			
February 1952	3,689	25.4	
January 1952	3,363	23.9	
February 1951	2,200	19.4	
<u>Ade bases</u>			
Frozen			
Lemonade base			
February 1952	69	1.2	15.9
January 1952	87	1.4	15.4

<sup>1/</sup> Each month represents a 4-week period.

<sup>2/</sup> Total includes purchases of frozen concentrated grapefruit and orange-grapefruit blended juices and a small amount of purchases of other concentrates.

Source: National Consumer Panel of Industrial Surveys Company

Table 2.--Canned juices: U. S. total consumer purchases, percentage of families buying, and average prices, February 1952, January 1952, and February 1951 <sup>1/</sup>

Commodity	: Consumer purchases:	Percentage of	: Average price
	: cases of 24	: families	: per 46-oz.
	: No. 2's	: buying	: can 2/
	: <u>1,000 cases</u>	: <u>Percent</u>	: <u>Cents</u>
Orange	:	:	:
February 1952	: 2,309	18.5	24.6
January 1952	: 1,812	16.0	26.6
February 1951	: 1,490	15.3	32.0
Grapefruit	:	:	:
February 1952	: 1,041	10.2	23.1
January 1952	: 1,068	10.5	24.0
February 1951	: 1,135	12.1	27.0
Orange-grapefruit blend	:	:	:
February 1952	: 557	5.9	24.4
January 1952	: 528	5.8	25.3
February 1951	: 536	6.4	30.7
Lemon	:	:	:
February 1952	: 42	2.5	10.6
January 1952	: 50	2.6	10.1
February 1951	: 45	2.6	12.9
Tomato	:	:	:
February 1952	: 1,755	20.6	27.8
January 1952	: 1,647	19.8	28.3
February 1951	: 1,641	18.5	27.9
Pineapple	:	:	:
February 1952	: 1,493	17.8	28.9
January 1952	: 1,450	17.0	29.1
February 1951	: 925	13.9	37.4
Prune	:	:	:
February 1952	: 415	6.6	32.9
January 1952	: 396	6.4	32.3
February 1951	: 387	6.4	32.3
Total <sup>3/</sup>	:	:	:
February 1952	: 8,694	55.5	
January 1952	: 8,107	53.4	
February 1951	: 7,129	50.5	

<sup>1/</sup> Each month represents a 4-week period.

<sup>2/</sup> Except lemon juice, 5 $\frac{1}{2}$ -ounce can; and prune juice, 32-ounce bottle.

<sup>3/</sup> Total includes tangerine, apple, grape, vegetable combination, and all other canned single strength juices.

Source: National Consumer Panel of Industrial Surveys Company

Table 3.--Fresh citrus fruits: U. S. total consumer purchases, percentage of families buying, and average prices, February 1952, January 1952, and February 1951 <sup>1/</sup>

Commodity	Consumer purchases : 1,000 boxes	Percentage of families buying : Percent	Average price per dozen : Cents
Oranges			
California-Arizona			
February 1952	956	20.6	46.5
January 1952	974	20.7	50.5
February 1951	1,074	22.2	50.7
Florida			
February 1952	1,735	27.0	34.0
January 1952	1,565	24.2	34.6
February 1951	1,327	22.0	39.4
Total 2/			
February 1952	3,275	51.4	38.6
January 1952	3,101	48.5	40.4
February 1951	3,083	49.7	43.3
Grapefruit			
California-Arizona			
February 1952	230	3.9	75.3
January 1952	214	4.0	80.4
February 1951	192	3.6	72.6
Florida			
February 1952	1,142	19.4	84.6
January 1952	911	16.8	91.1
February 1951	737	14.7	93.8
Total 3/			
February 1952	2,033	34.0	84.1
January 1952	1,732	31.0	90.7
February 1951	1,709	34.0	87.3
Lemons			
February 1952	202	20.5	47.8
January 1952	206	18.9	47.4
February 1951	200	21.6	48.1
Tangerines			
February 1952	479	10.6	33.2
January 1952	751	15.4	35.2
February 1951	493	12.3	32.4

<sup>1/</sup> Each month represents a 4-week period.

<sup>2/</sup> Includes purchases of Texas oranges and those which were not identified as to origin.

<sup>3/</sup> Includes purchases of Texas grapefruit and those which were not identified as to origin.

Source: National Consumer Panel of Industrial Surveys Company



Table 4.--Dried fruit: U. S. total consumer purchases, percentage of families buying, and average prices, February 1952, January 1952, and February 1951 <sup>1/</sup>

Commodity	Consumer purchases	Percentage of families buying	Average price per pound
	Tons	Percent	Cents
Apricots			
February 1952	600	3.1	62.4
January 1952	607	3.1	61.4
February 1951	679	3.1	57.6
Dates			
Domestic			
February 1952	1,086	3.2	28.9
January 1952	939	3.2	29.3
February 1951	824	2.6	32.8
Imported			
February 1952	555	3.2	43.3
January 1952	559	3.4	46.0
February 1951	537	3.3	43.6
Total <sup>2/</sup>			
February 1952	1,872	6.9	32.9
January 1952	1,933	7.5	33.9
February 1951	1,675	6.6	35.3
Peaches			
February 1952	445	1.9	42.9
January 1952	396	1.8	42.6
February 1951	506	2.0	39.2
Prunes			
February 1952	6,292	16.0	25.1
January 1952	5,884	15.1	25.0
February 1951	6,318	16.1	26.7

<sup>1/</sup> Each month represents a 4-week period.

<sup>2/</sup> Includes purchases of dates which were not identified by origin.

Source: National Consumer Panel of Industrial Surveys Company

Table 5.--Canned single strength juices: U. S. total consumer purchases and average prices, February 1952 (4-week period)

Commodity	Purchases					Average prices		
	Percentage of all families buying	Total all families buying	Average per family: buying	Size of purchase: ounces	Per unit: No. 2 can	Per actual unit: No. 2 can	Per equivalent unit: No. 2 can	Cents
	Percent	1,000 cases	1/ Number	Ounces	Size	Cents	Cents	Cents
Canned juices								
Orange	18.5	2,309	1.8	70.9	46 oz.	24.6	10.0	
Grapefruit	10.2	1,041	1.6	63.2	46 oz.	23.1	9.4	
Orange-gpft. blend	5.9	557	1.5	61.0	46 oz.	24.4	9.6	
Tangerine	2.0	123	1.2	50.7	46 oz.	23.6	9.7	
Lemon	2.5	42	1.3	12.7	5 1/2-60%	10.6	34.7	
Apple	3.5	275	1.6	49.7	32 oz.	22.3	12.1	
Grape	4.8	187	1.4	28.0	32 oz.	37.4	25.3	
Pineapple	17.8	1,493	1.6	50.8	46 oz.	28.9	11.8	
Prune	6.6	415	1.8	34.5	32 oz.	32.9	18.7	
Tomato	20.6	1,755	1.7	48.5	46 oz.	27.8	11.9	
Vegetable combination	3.5	196	1.3	38.5	46 oz.	39.7	16.7	
Other juices	2/	301	2/	34.9	46 oz.	40.4	17.1	
Total	55.5	8,694	3.0	52.1			11.9	

1/ Equivalent cases of No. 2 cans, 432 ounces per case.  
2/ Information not available.

Source: National Consumer Panel of Industrial Surveys Company

Table 6.--Frozen concentrated juices and ade bases: U. S. total consumer purchases and average prices, February 1952 (4-week period)

Commodity	Purchases				Average prices	
	: Percentage of all:		: Total all :		: Average per :	
	: families buying :		: families :		: buying family: age purchase :	
	Percent	1,000 gallons	Number	Ounces	Size	Cents
<u>Frozen concentrated juices</u>						
Orange	24.3	3,358	2.4	16.4	6 oz.	16.7
Grape	3.0	169	1.7	9.3	6 oz.	22.9
Grapefruit 1/	-	-	-	-	-	-
Orange-grapefruit blend 1/	-	-	-	-	-	-
Other concentrates	2/	72	2/	12.3	6 oz.	15.5
Total	25.4	3,689	2.6	15.5		
<u>Ade bases</u>						
Lemonade						
Frozen	1.2	69	1.5	10.5	6 oz.	15.9

1/ Too few purchases reported for analysis. Purchases are included in total.  
2/ Information not available.

Source: National Consumer Panel of Industrial Surveys Company



Table 7.--Fresh citrus fruit: U. S. total consumer purchases and average prices, February 1952 (4-week period)

Commodity	Purchases					Average price per dozen Cents
	Percentage of all families buying	Total all families buying	Average per buying family	Size of average purchase		
				Percent	1,000 boxes	
Oranges						
California-Arizona	20.6	956	2.0	11.6	46.5	
Florida	27.0	1,735	2.2	13.6	34.0	
Texas 1/	-	-	-	-	-	
Unidentified	14.1	538	1.6	11.4	38.9	
Total	51.4	3,275 2/	2.4	12.5	38.6	
Grapefruit						
California-Arizona	3.9	230	1.7	5.1	75.3	
Florida	19.4	1,142	2.1	4.7	84.6	
Texas 1/	-	-	-	-	-	
Unidentified	13.1	525	1.6	4.2	85.7	
Total	34.0	2,033 2/	2.1	4.6	84.1	
Tangerines	10.6	479	1.7	10.3	33.2	
Lemons	20.5	202	1.5	5.3	47.8	
Limes 1/	-	-	-	-	-	
Total	66.8	5,989 3/	3.7	9.1	45.6	

1/ Too few purchases reported for analysis.

2/ Includes small amount of purchases of Texas fruit.

3/ Total does not include small purchases of limes.

Source: National Consumer Panel of Industrial Surveys Company.

Table 8.--Dried fruit: U. S. total consumer purchases and average prices, February 1952 (4-week period)

Commodity	Purchases					Average price per pound Cents
	Percentage of all families buying	Total	Average per family	Size of average purchase		
	Percent	Tons	Number	Ounces		
Apricots	3.1	600	1.1	12.4	62.4	
Dates						
Domestic	3.2	1,086	1.3	18.4	28.9	
Imported	3.2	555	1.1	10.8	43.3	
Unidentified	.8	231	1.2	19.4	26.8	
Total	6.9	1,872	1.2	15.4	32.9	
Mixed dried fruit	1.0	224	1.2	14.6	39.7	
Peaches	1.9	445	1.1	14.4	42.9	
Prunes	16.0	6,222	1.3	22.6	25.1	

Source: National Consumer Panel of Industrial Surveys Company